

STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA
MARCH 10, 2008
MINUTES NO. 519

Mr. Clement called the meeting of the Council to order at 3:00 p.m. in the Meeting Room, Hampton Inn, Farmville, Virginia. Council members present: Bob Ashby, Gilbert Bland, Whittington Clement, Helen Dragas, Mimi Elrod, Eva Hardy, Susan Magill, Christine Milliken, and Alan Wurtzel. Staff members present: Jim Alessio, Tom Daley, Joe DeFilippo, Alan Edwards, Dan Hix, Daniel LaVista, Tod Massa, Kirsten Nelson, and Lee Ann Rung.

DISCUSSION AGENDA

Dr. LaVista discussed the purpose of the meeting and introduced the SCHEV staff speakers, Alan Edwards and Lee Andes. Dr. Edwards reviewed the key findings of the three panelists who addressed the Council in January (Hans L'Orange, Cheryl Blanco, Barry Simmons), and Mr. Andes reviewed the related goals and strategies from the statewide strategic plan. Dr. LaVista then discussed six recommendations produced from staff's review since the January meeting. Council discussion of potential next steps followed.

The recent College Access Challenge Grant proposal and the potential impacts of the grant were discussed. If received, the \$1M grant will provide two years of funding and will require a state match. The funds would be available in September.

Mr. Wurtzel expressed concern that state funding for the past few years has not matched the Council recommendations.

Dr. LaVista reminded the Council that Virginia ranked in the top two states in the U.S. between 2002-2006 in higher education increases received and ranked 33rd in the amount of General Fund allocation per student. Mr. Hix also informed the Council that Virginia has never been ranked higher than about middle of all U.S. states in total funding.

Mr. Wurtzel discussed the areas in which he felt SCHEV could have an impact. Ms. Hardy felt that the Council has made a positive impact with the Tuition Assistance Grant (TAG). In terms of the role of SCHEV, she felt that in deciding what it can do to have a positive impact, the Council should be careful not to attempt to address initiatives that are beyond its purview.

Mr. Clement indicated that the Council could use its position to educate families in Virginia about higher education and to encourage them to begin thinking about college earlier in their children's lives. Ms. Hardy suggested that perhaps the Council should focus on an early awareness financial aid campaign in the areas of the state in which the most disparity exists. Such could be done by training counselors or partnering with private industries focused in these counties.

Ms. Magill indicated that in her experience serving on the William and Mary Board of Visitors, board members are aware of the impact of tuition increases and make every

effort to use a portion of the increase for financial aid. She felt the boards would be receptive to ideas that would keep tuition rates from rising.

Mr. Bland indicated that the dropout rates for Norfolk schools are alarmingly high. Dr. Elrod thought a program like the Wisconsin Covenant program would work well in Virginia. She felt the appeal of this program is that it has an expectation from the students.

Mr. Wurtzel suggested a requirement that all high school students take a course over four years to prepare for life after graduation. He suggested that community colleges rather than guidance counselors should take on this role. It was mentioned that Northern Virginia Community College offers a weekend course with counselors to learn how to write the essay portion of a college application and to expose students to the various financial aid options that are available.

Mr. Andes mentioned that SCHEV is working with the Department of Education on developing a web portal for high school students to develop a portfolio of career assessment. While the initiative is in the very early stages, discussions are underway and once developed, the web portal will be open to every high school student.

Ms. Dragas mentioned a program in the Hampton Roads area that is privately funded and geared to students having problems finding financial aid. The program also provides assistance with the college application process. It was suggested that a presentation be made by staff at the next meeting with additional information about the Hampton Roads program. Information about other initiatives currently available in the Commonwealth and additional information about the Wisconsin Covenant will also be brought to the next meeting.

Ms. Milliken suggested that affordability be tied to graduation rates and asked if any policy issues should be addressed in this regard. Mr. Wurtzel indicated that some states tie state subsidies to graduation rates.

Mr. Clement asked that a committee be formed to begin to explore these issues more deeply and to bring concrete recommendations to Council. Mr. Clement will work with the Executive Director in establishing the purpose of the committee, including the suggestions that were mentioned at this meeting. It was mentioned that the first meeting of the committee could perhaps also review the current budget as it relates to affordability.

The meeting was adjourned at 4:45 p.m.

Whittington Clement
Chairman

Lee Ann Rung
Council Secretary

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA
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MINUTES NO. 520**

Mr. Clement called the Council meeting to order at 8:35 a.m. in Lancaster Hall, Room 102, Longwood University, Farmville, Virginia. Council members present: Bob Ashby, Gilbert Bland, Whittington Clement, Helen Dragas, Mimi Elrod, Eva Hardy, Susan Magill, Christine Milliken, and Alan Wurtzel. Staff members present: Lee Andes, Jim Alessio, Tom Daley, Joe DeFilippo, Alan Edwards, Dan Hix, Daniel LaVista, Tod Massa, Kirsten Nelson, and Lee Ann Rung.

PUBLIC COMMENT PERIOD

No requests for public comment were received.

APPROVAL OF MINUTES

On motion by Ms. Hardy and seconded by Dr. Ashby, the minutes from the January 7 and January 8, 2008 meetings were unanimously approved as submitted.

REMARKS BY DR. CORMIER

Dr. Cormier welcomed the Council and staff and provided information about Longwood University. Mr. Clement thanked Ms. Atkins for providing a campus tour and thanked Dr. Cormier for hosting the Council dinner on March 10. Dr. LaVista gave a personal tribute to Dr. Cormier and thanked her for assisting him when he first came to Virginia.

Dr. Cormier recognized Dr. Thomas Morris and thanked him for attending the meeting.

Longwood University is the third oldest public university in Virginia. It was one of the first institutions to offer teaching programs. The Physics program at Longwood ranked as one of the top 25 in the nation. Dr. Cormier informed the Council that the university is working with the Institute for Advanced Learning and Research in Danville to provide Longwood students with nanotechnology research opportunities during their senior year.

The University offers 22 majors and 120 concentrations, with a total student enrollment of 4,727 this fall. It averages approximately 740 undergraduates each year.

As a result of a \$3.7 million scholarship fund established by a donor who is a school band director in Roanoke, selected students in the teaching program have their tuition costs paid and maintain an average 4.0 GPA. The university's endowment reached

\$56 million last year. When Dr. Cormier first joined the institution, its endowments totaled \$11 million. A new campaign is underway with a goal of \$60 million. For every increase in tuition, the institution increases financial aid. The average debt of a Longwood University student is \$15,000, with one of the lowest default rates at .8%.

The core mission of Longwood University is citizen leadership. Volunteerism is stressed and 96% of students are placed in jobs after graduation. The “Call Me Mister” program recruits African American males to the teaching profession. Partnership activities are ongoing and education majors get valuable experience in the classroom before graduating. After the first five years of teaching, 92% of graduates remain in the teaching profession.

Dr. Cormier explained that the university’s contribution to art in the region has been well received and has a tremendous impact on the community.

A feasibility study has been done to establish a BSN (Bachelor of Science in Nursing) program at Longwood. The proposal will be sent to the Council very soon.

EXECUTIVE DIRECTOR’S REPORT

Dr. LaVista talked about institutional pre-college admission intervention efforts and provided information on programs supporting student success throughout the Commonwealth. He also provided information about some of the programs that are underway at various institutions that support students once they are admitted and enrolled.

BRIEFINGS AND DISCUSSION

Update on General Assembly Budget Actions

Mr. Hix provided information on the comparison of proposed General Fund (GF) appropriations for higher education operations in 2008-10 and answered questions from members. He added that, as soon as the final budget information became available from the General Assembly, staff would send it to the Council.

Mr. Daley distributed a handout on capital outlay proposals and discussed the differences between the House and Senate packages, explaining that both chambers are far apart in their proposals. He answered questions from members. It was noted that nearly 70% of the Governor’s introduced budget represented or matched the SCHEV priority recommendations, and 77% in the House and about 76% in Senate matched the SCHEV recommendations.

Update on 2008 Legislation

Ms. Nelson provided an update of the 2008 General Assembly session, and provided information about bills relevant to higher education. She thanked Ms. Hardy, Mr. Clement, and Ms. Magill for serving as “filters” in dealing with SCHEV-related issues during the session. Ms. Hardy suggested that when developing outreach activities related to the fraudulent academic credentials legislation, the Chamber of Commerce should be included. Ms. Dragas inquired about the Eastern Virginia Medical School (EVMS) legislation, and Dr. LaVista noted several meetings with EVMS. He informed the Council that the statement from the Office of the Attorney General (OAG) indicated that EVMS is a public state agency. SCHEV staff was called to testify as a result of Mr. Daley’s study, which was very productive. EVMS is educating students at a fraction of the cost of other institutions and made a case for continued growth. Dr. LaVista indicated that he did not know the final outcome of the legislation in the capital discussions, but both Mr. Lester from EVMS and Dr. LaVista met with legislators to keep them informed. Ms. Milliken suggested that consumer-friendly language be used when advertising the information about this legislation to students.

Dr. LaVista thanked Ms. Nelson for her work during the session. The session did result in important advances in campus safety, and good progress is being made on emergency management programs. As a result of a suggestion by Secretary Morris, Dr. LaVista is working to involve student life professionals and counselors in the hopes of developing ideas that could complement the legislation related to campus safety.

Update on Restructuring

Mr. Alessio provided information about recent developments related to the Restructuring Act. At the next meeting, Council action will be sought on institutional certifications. Mr. Alessio reviewed the timeline of the items related to Restructuring from 2005 to present. He informed the Council that Virginia Commonwealth University (VCU) will be advancing to Level 3 as a result of legislation introduced this session. VCU’s management agreement with the state is tailored to the institution and is not the same as other institutions. Mr. Alessio answered questions about procurement as it relates to Restructuring.

Also approved this session was language for institutions that wish to advance to Level 2. Discussion ensued regarding the monitoring of institutions’ MOUs (Memoranda of Understanding). Dr. LaVista indicated that any institutional evaluation responsibilities above and beyond the language in the Restructuring Act involving institutional certification are the responsibility of the Administration rather than SCHEV. Secretary Morris indicated that extensive reports are being submitted by the Level 3 institutions to the Administration.

Mr. Clement asked if the Council is doing enough to keep important commitments in front of the legislature. Dr. LaVista indicated that regular communication is occurring at all levels, including with the boards of visitors, university presidents, and legislative liaisons that interact with legislators. Secretary Morris indicated that he has heard from many of the presidents and stressed that the Administration is committed to the

success of the Restructuring Act. He has arranged to discuss some of these concerns with the Governor, and he said he hopes to work closely with SCHEV on the areas that are falling short.

A bill that passed this session removed the sunset provision on the commission for board appointments, which will continue to strengthen the process for Boards of Visitors appointments.

Report on Outstanding Faculty Awards

Dr. Elrod gave an overview of the 2008 Outstanding Faculty Awards (OFA) program and thanked the Council members who participated in the event. This year's event was very successful and the Council remains grateful to Dominion for its continued commitment to funding the program. Dr. Elrod thanked Ms. Milliken and Mr. Bland for their assistance in reviewing the finalists' nomination packages. Dr. Ashby, Mr. Bland, Mr. Clement, Ms. Hardy, and Ms. Milliken were thanked for attending the ceremony. The OFA ceremony was held at the Jefferson Hotel. Dr. Elrod expressed her gratitude to the Governor and Dr. Morris for participating in such a happy event, saying that it is a good reminder of the outstanding faculty in Virginia. This year, 30 finalists were chosen from almost 100 applicants. The Communications staff assisted in making the announcements prior to the event in order to allow recipients and the institutions to bring more attention to the event. Dominion also purchased congratulatory ads in the newspapers covering the areas represented by each recipient. The recipients were introduced by Delegate Tata on floor of the House of Delegates prior to the ceremony. Dr. Elrod indicated that Dr. LaVista, Ms. Nelson, Ms. Kincheloe, and other SCHEV staff, including Ms. Quintana-Baker, did an exceptional job in making the event such an overwhelming success.

Academic Affairs Update

Dr. DeFilippo provided an update related to the ongoing transfer study and the assessment guidelines. Staff will present a final report to the Council in the fall. Staff is also making progress on developing a process to capture and quantify public institutions' space needs for electronic learning so that these needs may be worked into the capital outlay guidelines. A final meeting will be held in April, with recommendations expected in June regarding new enrollment reporting protocols that will be used to refine the capital outlay guidelines.

The program productivity review for 2008-09 will be the next review undertaken by staff. This review will involve qualitative and quantitative metrics. He indicated that the official SCHEV policy is outdated for technical reasons and will need to be revised. An internal process has been set up and the item will be discussed further at the May Council meeting.

The chairman called for a recess from 11:00-11:10 a.m.

ACTION ITEMS

Action on Programs at Public Institutions

Dr. DeFilippo provided information about Old Dominion University's request for a Doctor of Engineering degree program. The program would award an applied doctorate degree, which is structured toward business to expand the needs of the engineering and science workforce. He answered questions about the difference between a Ph.D. and an applied doctorate degree and indicated the main difference is that the applied degree does not involve research. Ms. Milliken said it may be advantageous to have a list of types/forms of degrees, especially applied degrees, which might also prove useful to the business community in reviewing the credentials of prospective employees. Ms. Dragas asked for clarification on how an institution can create and/or expand a program without incurring a financial impact. It was explained that in such cases resources are reallocated, and/or the program is supported through tuition revenue. On motion by Dr. Ashby and seconded by Mr. Wurtzel, the following resolution was unanimously approved by the Council:

BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to Old Dominion University to initiate a Doctor of Engineering (D. Eng.) degree program (CIP: 14.0101), effective fall 2008.

Doctoral Degree Request

Dr. DeFilippo provided information about the review team's findings regarding Virginia State University's (VSU) request for a Doctor of Philosophy (Ph.D.) degree program in Health Psychology. He noted that, upon approval, VSU would join Radford University and James Madison University in having limited authority within their missions and areas of demonstrated competence to offer doctoral programs. On motion by Ms. Hardy and seconded by Dr. Ashby, the following resolution was unanimously approved by the Council:

BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to Virginia State University to initiate a Doctor of Philosophy (Ph.D.) degree program in Health Psychology (CIP: 42.2301), effective fall 2008.

CONSENT AGENDA

Mr. Clement queried whether any items required discussion or removal from the consent agenda. No requests were made and on motion by Ms. Dragas and seconded by Dr. Elrod, the following items were moved for approval by consent:

Action on Programs at Public Institutions

BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to the University of Virginia to initiate a Master of Science (M.S.) degree program in Commerce (CIP: 52.0101), effective fall 2008.

BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to Danville Community College to initiate an Associate of Science (A.S.) degree program in Engineering (CIP 14.0101), effective fall 2008.

Action on Private and Out-of-state Postsecondary Education Institutions

BE IT RESOLVED that the State Council of Higher Education for Virginia certifies Alternative Therapy School of Massage to operate a postsecondary institution in the Commonwealth of Virginia, effective March 11, 2008.

BE IT RESOLVED that the State Council of Higher Education for Virginia certifies Le Arai Beauty Academy to operate a postsecondary institution in the Commonwealth of Virginia, effective March 11, 2008.

BE IT RESOLVED that the State Council of Higher Education for Virginia certifies Metropolitan Institute of Health and Technology to operate a postsecondary institution in the Commonwealth of Virginia, effective March 11, 2008.

NEW BUSINESS

Mr. Clement informed the Council that he would work with Dr. LaVista to establish a working group on affordability and define more clearly the mission, scope of responsibilities, and timeline/schedule for the group. He noted that perhaps ideas for some type of pilot project could be developed, with an eye toward inclusion of established benchmarks for tangible results that could be shared with the legislature.

Mr. Clement also mentioned that the OAG had rendered a decision to require the presence of legal counsel at all search committee meetings when public institutions are seeking new leadership. He expressed concern about the decision's appropriateness and questioned the purpose that would be served by having the OAG participate in this process. He asked that the Council permit the Chairman and Executive Director to talk with several Rectors on the Boards of Visitors in order to get their point of view on this issue. Based on feedback from the sample group of institutions, the Chairman and Executive Director will have a conversation with the OAG. It was decided that it would be appropriate for the Council to weigh in on this decision and members felt it could demonstrate to institutions that this is an area in which it shares their concerns.

Mr. Clement reviewed the May meeting schedule, including the Private College Advisory Board (PCAB) meeting at Hollins University in Roanoke. He offered that this meeting would also be a good opportunity for the Council to receive a briefing from Virginia Tech and Carilion about the public-private partnership that they are proposing to use for the creation of a new medical school. The law under which this proposal is being made – the Public Private Education Facilities and Infrastructure Act (PPEA) –

could be used for future expansion projects, and it would be helpful to the Council if members could understand how this unique process would work. It is also not clear how this arrangement would fit into the capital outlay model. Ms. Hardy asked that staff also provide a list of possible changes to the *Code of Virginia* that perhaps should be proposed with respect to SCHEV duties, in order to avoid possible conflicts in the future. Mr. Clement mentioned that this could be a new way of doing business and if this law is to be used in Virginia as it is in other states, it may require new procedures for the Council. It was decided that Dr. LaVista would contact Dr. Steger to make arrangements for the Council to receive this briefing on Monday, May 12, prior to the PCAB meeting.

ITEMS DELEGATED TO STAFF

The following items had been reviewed and approved by staff, as delegated by the Council. As required, this information is included as part of these minutes:

- Program Title and Degree Change – University of Virginia
- Program Approvals – Virginia Community College System (VCCS) Associate of Applied Science (A.A.S.) Degree Program
- Organizational Change – University of Virginia
- Institution State License Plate Scholarship Plans for:
 - Christopher Newport University
 - Norfolk State University
 - Randolph-Macon College

NEW BUSINESS

Mr. Wurtzel asked that at the next available opportunity, staff provide the Council with the information from the study done by William Bowen of the Mellon Foundation on some Virginia public institutions' graduation rates.

The meeting was adjourned at 11:45 p.m.

Whittington Clement
Chairman

Lee Ann Rung
Council Secretary

Items Delegated to Director/Staff

Pursuant to the Code of Virginia, Section 23-9:6:1 and Council's "Policies and Procedures for Program Approval and Changes," the following items were approved as delegated to staff:

Programs Title and Degree Changes

Institution	Action	Effective Date
University of Virginia	Change the title of the Doctor of Philosophy degree program in Molecular Medicine and Systems Biology (CIP: 26.0910) to the Doctor of Philosophy degree program in Experimental Pathology (CIP: 26.0910).	Spring 2008

Program Approvals Virginia Community College System (VCCS) Associate of Applied Science (A.A.S.) Degree program

Institution	Degree/Program/CIP	Effective Date
Eastern Shore Community College	A.A.S. in Radiologic Technology (CIP: 51.0911)	Fall 2008
Virginia Highlands Community College	A.A.S. in Computer Numerical Control Machine Operations (CIP: 48.0599)	Spring 2008
Virginia Highlands Community College	A.A.S. in Electrical Technology (CIP: 46.0302)	Spring 2008
Virginia Highlands Community College	A.A.S. in Air Conditioning, Heating and Refrigeration (CIP: 47.0201)	Spring 2008

Pursuant to the Code of Virginia, Section 23-9:6:1 and Council's "Policies and Procedures for Internal and Off-Campus Organizational Changes," the following organizational change was approved as delegated to staff:

Organizational Change

Institution	Change / Site	Effective Date
University of Virginia	The Frank Batten School of Leadership and Public Policy has been created to provide innovative programs in leadership and policy analysis, to foster research on critical public programs, and to apply research in service to the public through public action. The Bachelor of Arts/Master of Public Policy has been moved to the Batten School from the College and Graduate School of Arts and Sciences. Academic programs suited for the school's focus will be included in the future.	Fall 2008

Approval of Institution State License Plate Scholarship Plan

As authorized by the Code of Virginia, § 46.2-749, state license plates may bear the seal, symbol, emblem, or logotype of an institution. Proceeds from sales of these license plates are then used by the institution for scholarships under a plan approved by SCHEV. The License Plate Scholarship Plans for the following institutions have been reviewed and found to be in compliance with state requirements:

- Christopher Newport University
- Norfolk State University
- Randolph-Macon College